(ii) demethylating said intermediate compound of formula (III) obtained by step (i) so as to yield (±)duloxetine; and

(iii) converting (±)duloxetine obtained in step (ii) to (+)duloxetine by resolving racemic (±)duloxetine with di-p-toluyl tartaric acid so as to obtain (+)duloxetine di-p-toluyl tartrate, substantially free of (-)duloxetine, and converting said (+)duloxetine di-p-toluyl tartrate to (+)duloxetine hydrochloride.

12. A process according to any of claims 7 to 11, wherein the base is selected from the group consisting of an alkali metal hydroxide, an alkali metal carbonate and an alkali metal bicarbonate.

13. A process according to claim 12, wherein the base is selected from the group consisting of potassium hydroxide, sodium hydroxide, potassium carbonate, sodium carbonate and sodium bicarbonate.

14. A process according to any of claims 7 to 13, where the phase transfer catalyst is selected form the group consisting of crown ethers, quaternary ammonium salts and phosphonium salts.

15. A process according to claims 7 to 10, wherein X is hydroxy and Y is a leaving group.

16. A process according to claim 15, wherein the leaving group is halo.

17. A process according to claim 16, wherein the leaving group is fluoro.

18. A salt of a chiral acid and (+)duloxetine, substantially free of (-)duloxetine.

19. A salt of a chiral acid and (+)duloxetine, substantially free of (-)duloxetine, selected from the group consisting of (+)duloxetine mandelate, (+)duloxetine tartrate, (+)duloxetine di-p-toluyl tartrate, (+)duloxetine dibenzoyl tartrate and (+)duloxetine camphor sulfonate.